

ORDER

Orders

Order / Rev:	63611
Alt Order #:	09835883
Product Desc:	WOMEN SPEAK OUT PAC
Estimate:	266
Flight Dates:	10/04/12 - 10/10/12
Original Date / Rev:	10/03/12 / 10/03/12
Order Type:	CIA - O

CBS 47

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Media Source.
Buying Contact:	
Billing Contact:	
	238 East Davis Blvd
	Tampa, FL 33606

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM
Agency Commission:	15%

Advertiser

Name:	Women Speak Out
Demographic:	A35+
Product Codes:	Issues/Propositions
Priority:	P-1
Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:00:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	23	\$36,760.00	\$31,246.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$36,760.00	\$31,246.00	0.00
Totals	23	\$36,760.00	\$31,246.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	28%	\$36,760.00
Market	100%	\$131,285.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	1%	\$1,312.86
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	13%	\$17,067.14
WJXX	7%	\$9,190.00
WTLV	51%	\$66,955.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount							
E 1	WTEV	10/04/12	10/10/12	Action News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	2	\$920.00	P-1	0.00	NM	2	\$1,840.00							
NEWS																						
															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating		
															Week: 10/04/12	10/10/12	MTWTF--	2	\$920.00	0.00		
E 2	WTEV	10/04/12	10/10/12	Action News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	1:00	3	\$1,840.00	P-1	0.00	NM	3	\$5,520.00							
NEWS																						
															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating		
															Week: 10/04/12	10/10/12	MTWTF--	3	\$1,840.00	0.00		

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E 2	WTEV	10/04/12	10/10/12	Action News @ Noon NEWS	CM	12:00 PM-12:30 PM	MTWTF--	:00	3	\$1,840.00	P-1	0.00	NM	3	\$5,520.00
E 3	WTEV	10/04/12	10/10/12	Action News @ 5p NEWS	CM	5:00 PM-5:30 PM	MTWTF--	:00	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
E 4	WTEV	10/04/12	10/10/12	Action News @ 6p NEWS	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
E 5	WTEV	10/04/12	10/10/12	Action News @ 6p NEWS	CM	6:00 PM-6:30 PM	MTWTF--	:00	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
E 6	WTEV	10/04/12	10/10/12	CBS Evening News NEWS	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
E 7	WTEV	10/04/12	10/10/12	CBS Evening News NEWS	CM	6:30 PM-7:00 PM	MTWTF--	:00	2	\$2,400.00	P-1	0.00	NM	2	\$4,800.00
E 8	WTEV	10/08/12	10/10/12	M-F Action News @ 11p CM		11:00 PM-11:35 PM	MTW---	:00	6	\$1,700.00	P-1	0.00	NM	6	\$10,200.00
				M-F Action News @ 11p NEWS										Totals	23 \$36,760.00